

## Order Detail Results

The results of details pertaining to that order will be displayed. The results will include billing and shipping information as well as products and pricing details.

### Order Details

#### Order Information

Order No.	Account No.	Purchase Order	Order Total	Date Entered	Entered By
D35155	1140164	40084-365	\$3,462.00 CDN	08/18/2000	MOR

Work In Progress

#### Shipment Information

Ship To	Ship Via	Date Required
	GROUND	08/25/2000

#### Products Ordered (1)

Product Code	Description	Quantity	Unit Price	Total Price	Status	Arrival Date at GE's Warehouse
CO325606-001	COMPAQ COMPAQ P1100 21" COLOR DISPLAY	3	\$1,154.00 CDN	\$3,462.00 CDN	Back Ordered	08/22/2000

#### PCK

ROBIN X3428

## Work In Progress Information

The *Work In Progress* feature allows you to track your order through the GECITS warehouse and its fulfillment.

### Accessing the *Work in Progress* Screen

The *Work in Progress* screen can be accessed by clicking on the *Order Information* button in the main menu and then selecting the *Work In Progress* button.

### Specifying Work in Progress Criteria

In the box provided, enter the six digit order number.

Choose Order Type:

Please enter the Order Number:



Click on the *Search* button.

## Work in Progress Results

Once you have entered the exact GECITS order number the results for that order will be displayed.

Order Number D35155



### Shipment 1 / 1: SD3515501

Date & Time	Stage	Operator
18-AUG-00 12:10:07	A Direct Ship Purchase Order has been placed	EDI 850
18-AUG-00 13:45:38	We have received an 855 ACK for a direct ship order	EDI 855

## Waybill Number

If a hyperlink **Waybill Number** is provided, you can use it to track delivery by the courier. Click on the Waybill number to open a new window showing the delivery status.

## Using Customer Service

How do I retrieve help when using CycleConnect?

- Click on the **Contact Us** button for support, sales or feedback to send an email.

### Contact Us

- Click on the **View Manuals** button for online tutorials.

### View Manuals

- Click on the **Download Manual** button for downloading the user manual in the language and format of your choice.

### Download Manuals

- Click on the **FAQ** for answers to the most frequently asked questions.

### Frequently Asked Questions

- Contact Sales Team at GECITS by clicking on the **Sales Rep** button.

**Sales Rep**

- Contact the CycleConnect development team by clicking on the Feedback button.

**Feedback**

- Call CycleConnect Support Team at 1 (800) 268-2 106

## **D3. Marketing Plan**

The supplier must provide a narrative description of their marketing plan and how they will commit to potential State and local government agency customers. The supplier will be required to attend a minimum of four conferences per year. Two of the conferences will be held in Northern California and two in Southern California. The conferences will be of the means to formally introduce the program to agencies and potential future customers. The conference format will include various media formats, which at a minimum will include several speakers (Supplier and governmental agencies) and presentations of services offered by the Supplier. Mass mailing of conference literature and announcements will be required by the supplier to announce the upcoming events. These marketing services must include, at a minimum:

- ⌞ Strategies to retain and recruit state and local agencies
- ⌞ Marketing and advertising material samples and distribution plan
- ⌞ A minimum of four (4) conferences must be attended
- ⌞ On-site customer seminars with the major manufacturers of hardware and software

*"We were looking for a partner who could meet our diverse needs. GE Capital Information Technology Solutions did more than that; they anticipated our needs, adding value from the day we hired them."*

**Ken Johnson**  
**Vice President of Technology Services**  
**UtiliCorp**



In this section, GECITS presents our Marketing Plan. This plan meets all of the requirements specified in RFP Section VI, Requirement D3. To address the requirements, within the context of the RFP evaluation criteria, we have organized our response according to the following headings:

- Introduction
- Strategies to Recruit and Retain State and Local Agencies
- Distribution Plan of Marketing and Advertising Material and Samples

## ***Introduction***

Marketing experts tell us that in order to build and cultivate customer relationships, that each customer should receive four to five “impressions” or touches over the course of a year.

In support of the State Computer Store contract, it is vital that GECITS identify both current and potential customers, and that we consistently follow up with these customers in an effort to reach them at least the recommended number of times per year. Such efforts will allow us to identify any gaps between State Store customer expectations and GECITS’ service level, address those gaps, and in turn, capture the loyalty of both old and new customers moving forward.

Core to our marketing efforts, we will need to recruit and retain state and local agencies, and develop and distribute relevant and timely marketing materials. In the pages that follow, we explain our strategies for each and how they will benefit the State.

## ***Strategies to Recruit and Retain State and Local Agencies***

GECITS will take an aggressive approach to recruiting and retaining state and local agencies for the new State Computer Store contract. As one of the incumbents to the current contract, our team has many years of experience supporting such activities, and will continue to recruit and retain agencies through:



- ❑ Direct Selling Activities
- ❑ Direct Marketing Activities
- ❑ Sales Promotion Activities
- ❑ Utilization of our Quality Assurance Program

### **Direct Selling Activities**

Direct selling (or personal selling) is a form of person-to-person communication in which a seller attempts to assist and/or persuade prospective buyers to purchase the company's product or service or to act on an idea. Direct selling involves direct contact between the buyer and seller, either face-to-face or through some form of telecommunications such as telephone sales. GECITS' direct customer interaction activities will include the following:

- ❑ Site Visits/Sales Calls – GECITS Account/Sales Managers, State Computer Store Management, and other staff will visit customers in an effort to maintain and strengthen those relationships to ensure we retain those customers. They will also proactively visit potential customers based on leads developed from phone calls as described below, or other sources, in an effort to develop new business relationships.
- ❑ Phone Calls – GECITS Account/Sales Managers and the Customer Service/Inside Sales Representatives will proactively phone current customers to maintain and strengthen those relationships to ensure we retain those customers, and will also proactively phone potential customers in an effort to develop new business relationships.

### **Direct Marketing Activities**

Direct marketing refers to a system of marketing by which organizations communicate directly with target customers to generate a response and/or a transaction. It can involve the use of a variety of activities including direct mail, the use of mail-order catalogs, and direct-response advertisements through direct mail and various broadcast and print media. Specifically, GECITS' direct marketing activities will include the following:

- ❑ Direct Mail – GECITS will develop marketing materials in support of our direct mailing efforts. We identify examples of such materials later in this section under the heading, "Material Samples." GECITS will handle the mailing of such materials, which will include the mass mailing of conference literature



and announcements to **inform** customers of upcoming events. GECITS will utilize our existing, updated customer database to obtain the customer information required to avoid inaccurate mailings.

- **Catalogs** - GECITS will develop and maintain an electronic catalog, a CD-ROM catalog, and a hardcopy catalog that describes the products and services available through the State Store. The catalogs will include detailed descriptions of the products and services offered through the State Computer Store contract. They will also detail the policies and procedures related to ordering and shipping. This includes information on backorders, constrained products, replacement products, returns, shipping errors, and how to reach GECITS.

GECITS will send out letters to State and local government agencies inquiring what type of catalog they would like to utilize/receive (electronic, hardcopy, or CD-ROM). If a customer requests a hardcopy or CD-ROM catalog, GECITS will reproduce and distribute the hardcopy or CD-ROM catalog to that customer. The cost of producing and distributing the hardcopy and/or CD-ROM catalogs will be borne by GECITS, and we will also maintain the catalog distribution list as a subset of our State Store Customer Database.

An electronic version of the catalog will be available on our e-commerce solution, **CycleConnect**, as soon as possible, but within 30 days of contract award and execution for State review and acceptance. GECITS will work with the State to provide training to the agencies on the use of the new electronic catalog. Due to the State Store buying slowdowns that occur in the summer months, we will develop the hardcopy and CD-ROM versions of the catalog during that time, and will make them available within 90 days of contract award and execution.

GECITS will develop a new product catalog twice a year.

**As** GECITS is one of the current State Store contractors, we **already** have an existing catalog. As a sample of our capabilities in this area, we provide that catalog, both in hardcopy and in CD-ROM, in Volume IV – Literature.



- ❑ State Store Web Site - Consistent with our corporate philosophy of aggressively pursuing e-business initiatives, we will leverage our Internet capabilities to announce vendor specials, conference, and on-site seminars on the GECITS State Computer Store Web site.
- ❑ E-mail Blasts -- GECITS will utilize e-mail blasts when necessary, or appropriate, to notify customers of specific events and/or product information.

### **Sales Promotion Activities**

Sales promotion is generally defined as those marketing activities that provide extra value or incentives to the sales force, distributors, or the ultimate consumer and that can stimulate immediate sales. In support of the State Store contract, GECITS will utilize conferences/trade shows and on-site seminars to support sales promotion.

- ❑ Conferences - GECITS will **exceed the** requirement to attend four conferences per year (two in Northern California and two in Southern California), by attending five conferences per year (three in Northern California and two in Southern California). Specifically, for each year of the contract, GECITS will:
  - Attend the Government Technology Conference (GTC) in Northern California
  - Attend the California Counties Information Systems Directors Association (CCISDA) **Conferences** (one in Northern California and one in Southern California)
  - Host two other commencement type conferences, one in Northern California and one in Southern California

The conferences will be of the means to formally introduce the California State Computer Store contract to agencies and potential future customers. The conferences will highlight the cost savings and ease of use for the procurement of goods and services through the contract. We will also present new tools such as our electronic catalog/order tracking/order status system (e-commerce solution) known as **CycleConnect**. **CycleConnect** will be operational as soon as possible, but within 30 days of contract award and execution, for State review and acceptance.



We envision that GECITS and DGS will work hand-in-hand to organize the conferences, and include involvement and participation by both parties. GECITS plans to utilize various media formats at the conferences, and will include several speakers and presentations of products and services offered by GECITS (this includes participation by manufacturer representatives, customers, industry experts, and GECITS staff as guest speakers). A great example of a customer presentation would be the GECITS 2000 Gateway Desktop rollout at the California Highway Patrol.

Prior to each conference, GECITS will mail invitations to customers in our database. Depending on demographics, discussion topics, and the audience we wish to target, a subset of this database may also receive invitations. When possible, based on timing considerations, conference announcements will also appear in our hard copy catalog and on the GECITS State Store web site. If registration is necessary, customers will be able to register for participation in specific GECITS events on-line, by phone, or on location the day of the conference.

GECITS is very familiar with organizing conferences, as well as on-site seminars (which we discuss in the following subsection) throughout the state. We have organized these types of events for audiences as small as 10-15, and audiences as large as 150-200. One of the more recent GECITS events was an IT Symposium, which focused on the topic of Total Cost of Ownership. IBM, the Gartner Group, and GECITS sponsored the event, which was very well received by attendees.

The following is a list of some of the **conferences** and on-site seminars that we have hosted in the past:

- ✧ Total Cost of Ownership Seminar
- ✧ Microsoft Internet Technical Solutions Briefing
- ✧ California State Computer Store Technology Days
- ✧ Microsoft Exchange Server Seminar
- ✧ Microsoft Intranet Solutions Seminar
- ✧ Microsoft 32-Bit Desktop Seminar
- ✧ Microsoft Windows NT Server in a Mixed Environment  
Technical Solutions Briefing
- ✧ Technology Week-Latest Trends and Directions in  
Technology Seminar
- ✧ Compaq Seminar-Insight Manager and Integration Server



- **McAfee** Netware Seminar
- **Corel** Enrollment Agreement Briefing
- Network Associates Network Security Briefing
- Novell Licensing Seminar
- County Customer Appreciation Day Seminars
- Microsoft Licensing Solutions Briefing
- **TechNet** Day Seminars
- Microsoft Select 4.0 Seminar
- **Cisco** Securing Your Internet Connect Seminar
- Planning your **Internet/Intranet** Strategy Seminars
- IBM Network Computers: Myths & Realities Seminar
- **TechWest** '99 Technology Days Seminars

GECITS has developed marketing materials for all of the conferences/trade shows mentioned above. We provide a list of some of those materials later in this section under the heading, "Materials Samples," and provide actual samples in Volume IV – Literature.

GECITS State Store Management, Account/Sales Managers, and other State Store **staff will** utilize the conferences to not only pursue new business, but to also cultivate existing relationships to ensure we retain those customers.

- **On-Site Seminars** - GECITS has effectively worked with many different vendors and partners to provide on-site seminars and professional development programs to State agencies, cities, counties, schools, and colleges. In support of the new **contract**, we will provide a minimum of one seminar/professional development opportunity per quarter. These events will **be** offered **free** of charge.

GECITS and many of our vendors provide opportunities for our customers to **travel** to other parts of the state and/or the country to see hands-on how other public sector customers have solved some of the same problems. These events are without charge to the customer, however travel and lodging is traditionally the responsibility of the customer in accordance with appropriate state laws.



### **Utilization of Six Sigma Quality Program**

In support of our efforts to retain existing customers, GECITS will utilize our Six Sigma Quality Program (which we fully describe in the section entitled “Customer Service”). We will utilize this program in order to collect, measure, and analyze quality related data pertaining to customer service and satisfaction. We will utilize the results to address any issues necessary to ensure the highest levels of customer service, and in turn, the retention of existing customers.

As the GECITS quality lead for the State Store contract, General Manager Dawn Lewis will have overall responsibility for the design and delivery of quality-related activities. To ensure our best efforts towards customer retention, Dawn will lead the following efforts:

- ❑ Conduct quarterly Customer Satisfaction Surveys of CTQ metrics to measure and graphically present our performance against mutually defined standards.
- ❑ Present Scorecards and Dashboards that are graphical presentations of our performance against established Service Level Agreements (SLAs) for customer satisfaction.
- ❑ Present monthly reports to key customers identifying performance against established metrics.
- ❑ Perform semi-annual “Voice of the Customer” (VOC) interviews. VOC is a very high level program merging the Market Research and Quality Departments at GECITS, which allows key customers and GECITS to share ideas for mutual improvement of product and services.
- ❑ Develop and implement a service repair and performance survey to measure satisfaction for service performance. This will be a “leave behind” survey distributed by service technicians.
- ❑ Implement “web feedback” mechanisms from various GECITS web sites for immediate contact with the appropriate owner of quality processes.

### **Summary of Strategies to Recruit and Retain State and Local Agencies**

In Table D3-1, we summarize our strategies to recruit and retain state and local agencies.



**Table D3-1. Summary of Agency Recruiting and Retention Strategies**

<b>Strategy</b>	<b>Description</b>	<b>Who from GE will Support it?</b>	<b>Benefits to the State</b>	<b>Timeframe</b>
Direct Selling Activities	This will include site <b>visits/sales</b> calls and phone calls.	GECITS State Store Account&ales Managers, Customer Service/Inside Sales Representatives (phone calls), and additional management and technical <b>staff will</b> support the site visit&ales calls and phone calls.	Our ability to provide personal relationships with customers will be key in recruiting new customers and maintaining existing customers. We will also educate customers in how to utilize our e-commerce offerings to make their procurement processes more efficient and economical. This will benefit the State by helping to provide increased participation in the contract.	<b>As one of the State Store contract incumbents, we are</b> already doing this today. In support of the new <b>contract</b> , we will enhance our efforts, according to the new <b>contract</b> requirements, <b>beginning immediately</b> upon <b>contract</b> award and execution.



Strategy	Description	Who from GE will Support it?	Benefits to the State	Timeframe
Direct Marketing Activities	<p>GECITS will develop marketing materials in support of our direct marketing efforts. For direct mail, we will utilize our existing, updated customer database to obtain the customer <b>information</b> required to avoid inaccurate mailings.</p> <p>GECITS will develop and maintain an electronic catalog, a CD-ROM catalog, and a hardcopy catalog that describes the products and services available through the State store.</p> <p>We will also utilize e-mail "blasts" and the GECITS State Store Web site to inform customers of vendor specials, special events, etc.</p>	Account/Sales Managers, GECITS State store Management Team, and GECITS corporate Product Marketing Managers.	Our direct marketing activities will help us to retain exiting customers and recruit new customers, as customers will gain exposure to the value of the new State Store contract to their organization. This will benefit the State by helping to provide increased participation in the contract.	<p><b>These efforts will begin immediately upon contract award and execution. The</b> electronic catalog will be available as soon as possible, but within 30 days of contract award and execution; <b>the first</b> hardcopy and <b>CD-ROM</b> catalogs will be sent out within 90 days of contract award and execution.</p>

Strategy	Description	Who from GE will Support it?	Benefits to the State	Timeframe
Sales Promotion Activities	<p>GECITS will attend the California Counties Information Systems Directors Association (CCISDA) conferences in Northern and Southern California each year. We will attend the Government Technology Conference (GTC) in Northern California each year. We will work with DGS to host biannual <b>commencement type conferences</b> - one in Northern California and one in Southern California</p> <p>GECITS will provide a minimum of one on-site seminar <b>per quarter</b>.</p>	GECITS State store Management Team, Account/Sales Managers, and technical staff will support the conferences/trade shows and the on-site seminars.	GECITS has attended and/or hosted numerous conferences/trade shows, and on-site seminars throughout the years, and will continue to do so as part of our customer recruitment and retention efforts. This will benefit the State by helping to provide increased participation in the contract.	<p>Each year, GECITS will attend CCISDA in the Spring and Fall, and GTC in the Spring. We will also work with DGS to host biannual commencement type conferences - one in <b>Northern California</b> and one in Southern California. As such, GECITS will exceed the requirement to attend four conferences per <b>year</b> by attending five conferences per year.</p> <p>GECITS will begin offering on-site seminars 30 <b>days after</b> contract award and execution.</p>



Strategy	Description	Who from GE will Support it?	Benefits to the State	Timeframe
Utilization of Six Sigma Quality Program	To ensure our best efforts towards customer retention, Dawn will lead the following quality efforts: conduct quarterly Customer Satisfaction Surveys of CTQ metrics; present Scorecards and Dashboards of our <b>performance</b> against established Service Level Agreements (SLAs); present monthly reports to key customers identifying performance against established metrics; <b>perform</b> semi-annual 'Voice of the Customer' (VOC) interviews; develop and implement a service repair and <b>performance</b> survey; and implement "web <b>feedback</b> " mechanisms.	GECITS State Store General Manager and <b>Operations</b> Manager	GECITS' quality program will support our customer recruitment and retention efforts. This will benefit the State by helping to provide increased participation in the contract	GECITS will begin quality efforts 30 days after contract award and execution.

## ***Material Samples and Distribution Plan***

As a corporation, GE has a proud lineage of developing and distributing marketing materials that consistently create brand recognition and identification. It is now six generations that remembers, and that grew up with the motto, “We Bring Good Things to Life.” In that same vein, GECITS, as one of the current incumbents to the State Computer Store contract, has a history of successfully developing and distributing marketing materials that have supported the State Store. In the following subsections, we identify some of the corporate and State Store materials we have created over the years, and how we will distribute materials developed in support of the new contract.

### **Material Samples**

GECITS has a proven track record of creating successful marketing materials, including brochures, newsletters, catalogs, and informational handouts from a corporate perspective and for the State Computer Store contract. We typically utilize the corporate materials to augment/supplement the State Store materials. Over the years, these materials have included, but have not been limited to, the following:









- ❑ Corporate and State Store Specific Brochures/Newsletters:
  - ✍ Putting the Power of GE Behind IT (large brochure)\*
  - ✍ Putting the Power of GE Behind IT (small brochure)\*
  - ✍ California State Computer Store Tri-Fold Brochure\*
  - ✍ Innovative Strategies for Successfully Solving Today’s IT Challenges Brochure/Invitation\*
  - ✍ IT Solutions for the State of California Brochure\*
  - ✍ The Consultant Newsletter\*
  - ✍ Cisco Career Certification Brochure\*
- ✍✍ Handouts (Advertising/Invitations):
  - ✍ Government Technology Conference (GTC) Hospitality Suite Invitation\*
  - ✍ Total Cost of Ownership Seminar Invitation\*
  - ✍ “Is the Paperless Office the Wave of the Future?” Invitation\*
  - ✍ GECITS System Integration Services\*

- ⌘ GECITS Project Management Services\*
- ⌘ Microsoft BackOffice-Based Solutions\*
- ⌘ Help Desk Services-Life Cycle Solutions\*
- ⌘ Site Licensing Programs\*
- ⌘ Microsoft Windows NT Migration Services\*
- ⌘ California State Computer Store Event Calendar\*
- ⌘ GECITS HP Vectra Desktop Workstation Promotion\*
- ⌘ GECITS and E-Rate Flyer\*
- ⌘ Compaq Education Presario Promotion\*
- ⌘ GECITS Handout— Sun Microsystems Partnership\*
- ⌘ Unix Mid-Range Enterprise Solutions
- ⌘ GECITS Networking Services
- ⌘ GECITS Asset Management Services
- ⌘ State of California Microsoft Select 4.0 Contract  
Information
- ⌘ California State Computer Store Contract Web  
Information
- OBIE Media Lightrail Advertising
- Internet Advertising
- GECITS and Digital High School Flyer
- IBM Special Pricing Flyer
- NEC Server Promotion

□ Direct Mailers (Promotions/Announcements/Invitations):

- ⌘ GTC 2001 Hospitality Suite Invitation (Putting the Power  
of GE Behind IT)\*
- ⌘ Solutions for Education Technology Grant Program  
Brochure\*
- ⌘ Four Postcard Series Direct Mail Campaign (Set1)\*
  - o 'Convenience
  - o Flexibility
  - o Responsive
  - o State-of-the-Art Technology



-  Three Postcard Series Direct Mail Campaign (Set2)\*
    - o World Class Solutions Provider
    - o Large Product Selection
    - o State-of-the-Art IT Solutions
  -  TechNet Day Mailer\*
  -  County Customer Appreciation Day Mailer\*
  -  Corel and Network Associates Briefings Mailer\*
  -  Technology Days Mailer\*
  -  Planning your Internet/Intranet Strategy Mailer\*
- Catalogs:
-  State Store Catalog (CD-ROM)\*
  -  State Store Catalog (Hardcopy)\*

In Volume IV'- Literature, we provide samples for the items identified with an asterisk (\*). In support of the new contract, GECITS will provide materials similar to those identified above.

### **Distribution Plan**

GECITS will distribute marketing materials and catalogs free of charge. We will distribute materials to customers that are contained in our State of California customer database, which currently consists of over 5,000 customers. This database is detailed enough to allow us to pull customer segments for targeted mailings such as event invitations, special promotion announcements, on-site seminars, and conference information. All efforts will be made to keep the database current to avoid the environmental concerns and costs associated with inaccurate mailings.

The first part of our plan will be to distribute a mailer, to each of the customers in our database, within 30 days of contract award and execution announcing that we have been selected to continue to support the State Store, to announce our new Web site, and to announce our new **Rancho Cordova** location.

Immediately upon contract award, GECITS will also begin organizing conferences and on-site seminars, and will distribute marketing materials pertaining to these events as appropriate.



As previously mentioned, GECITS will develop and maintain an electronic catalog, a CD-ROM catalog, and a hardcopy catalog that describes the products and services available through the State Store. The catalog will include detailed descriptions of the products and services offered through the State Computer Store contract. It will also detail the policies and procedures related to ordering and shipping. This includes information on backorders, constrained products, replacement products, returns, shipping errors, and how to reach GECITS.

GECITS will send out letters to State and local government agencies inquiring what type of catalog they would like to utilize/receive (electronic, hardcopy, or CD-ROM). If a customer requests a hardcopy or CD-ROM catalog, GECITS will reproduce and distribute the hardcopy or CD-ROM catalog to that customer. The cost of producing and distributing the hardcopy and/or CD-ROM catalogs will be borne by GECITS, and we will also maintain the catalog distribution list as a subset of our StateStore Customer Database.

An electronic version of the catalog will be available on our e-commerce solution, CycleConnect, as soon as possible, but within 30 days of contract award and execution for State review and acceptance. GECITS will work with the State to provide training to the agencies on the use of the new electronic catalog. The hardcopy and CD-ROM catalogs will be available within 90 days of contract award and execution.

GECITS will develop a new product catalog twice a year.

Throughout our many years of experience in marketing material distribution, we have developed strong relationships with printers, copy service companies, and bonded mailing houses. These vendors know and understand our industry and business needs. For this reason, we will be ready to distribute any materials developed soon after contract award and execution.

GECITS will distribute additional marketing materials at various times during each year, as necessary, to successfully support the State Computer Store.



## Summary

GECITS will utilize a number of marketing strategies/activities to aggressively recruit and retain state and local agencies. As part of this effort, GECITS will utilize sales promotion activities including conferences and on-site seminars. By hosting two conferences a year (one in Northern California and one in Southern California), and attending three conferences (trade shows) per year (two in Northern California and one in Southern California), GECITS **exceeds the RFP** requirement to attend **four** conferences per year (two in *Northern* California and two in Southern California). The conferences alone will provide us with the five “touches” we need in order to successfully build and cultivate State Store customer relationships.

Regarding materials, the GECITS State Store team will continue the GE lineage of successfully developing and distributing marketing materials – relevant materials that will support the activities of the State Computer Store.



## **A4. Standalone Installation/Setup**

**In responding to the RFP, the supplier must provide a narrative description on how they will install equipment when installation is contained on the same order as the hardware and software. See Exhibit V - 0.**

***GECITS'** standalone installation and setup process will benefit the State **by** providing minimal user impact.*

GECITS will install equipment when installation is contained on the same order as the hardware and software. To assist us in this effort, we will utilize the GECITS Operational Tracking Information System (OTIS). OTIS is a set of integrated database nodes that creates and manages customer data throughout the order lifecycle, from request to delivery and installation. If a customer orders a product that is also to be installed, OTIS automatically triggers an "installation event." At that point, GECITS assigns a GECITS customer engineer or a third-party service provider to deliver and install the product. GECITS utilizes third-party service providers such as USNet to provide installation, as well as warranty services in remote locations.

Upon completion of the installation, the customer engineer, or a GECITS individual assigned to receive a report from the third-party provider, updates OTIS to ensure that the installation is time-stamped and marked as complete.

In support of the new contract, at a high level, our customer engineers will unbox, inspect, and verify that all related hardware on a purchase order is in perfect condition, to ensure it meets order specifications. If the system is a replacement system, the engineers will verify that the user has saved their data to a network location or secure data directory before removing the user's old equipment. The engineers will then set up all related hardware in the area specified by the user, and then connect it to power. The engineers will then power up the system hardware to verify that it passes the power on self-test.

At a more detailed level, the steps in the installation process include the following:

- ☐ Unbox and inspect all equipment on the purchase order
- ☐ Set-up system
- ☒ Power-on system confirm "system boot"



- ❑ Install the operating system software in an ordered directory fashion
- ❑ Re-boot the system to confirm operating system startup; resolve any start-up errors
- ❑ Connect all peripherals
- ❑ Install, configure, and test all application software included on the purchase order
- ❑ Install all necessary peripheral driver software, and add it to system startup and configuration files
- ❑ Re-boot the system to confirm all application and driver software loads properly; resolve any errors
- ❑ Re-boot system and perform log-in with client
- ❑ Ensure that screen behavior is acceptable to the client throughout the entire machine start-up
- ❑ Ensure that there is no error message during login in sequence
- ❑ Ensure that the correct menu is displayed at end of the login sequence
- ❑ Test access to all applications including databases, spreadsheets, word processing, specialized applications, and e-mail (if connected to network)
- ❑ Test and confirm access to all peripherals including local or shared printers
- ❑ Run default virus detection program for 100% assurance that the system is virus free
- ❑ Clean up all boxes to a Customer identified pick-up point
- ❑ Place all manuals, warranty cards, and other literature, as contained in the shipping containers, in an area identified by the customer
- ❑ Create a label that will be used to identify the literature, and that will include the configuration detail, serial numbers, date of purchase, invoice number(s), relevant phone numbers, etc.
- ❑ Certify in writing to the agency that the equipment is installed and ready for use

Upon completion of the services described above, the customer engineer will review the basic system operation with the user and **verify** that the user finds the system operation **fully** acceptable. The engineer will update OTIS to ensure that the installation is time-stamped as complete.



Based on the additional offerings included in our installation/setup process,  
GECITS' solution **exceeds** the minimum/mandatory requirements in RFP  
Exhibit V-O.



## **C4. Network Design and Installation**

- a. The supplier agrees to work with the State to develop the network questionnaire. This questionnaire will be offered through the “State Computer Store” and provided upon request without a fee. This questionnaire must be sent out to customer agencies inquiring about the agency needs for network design and installation. The purpose of the Network Planning Questionnaire will be to assess the user requirements and to document network configurations. After determination has been made as a result of the questionnaire, a Network Planning Guide may be developed at a fee to the customer. The subject areas solicited are set forth in Exhibit V-P.
- b. The supplier’s network installation questionnaire will be used to assist in the assessment of network planning and recommended product configurations for network installations.
- c. In responding to the RFP, the supplier must describe the process, which will be used to meet the State’s requirement for “for-fee” network design service and the titles of State Computer Store staff who will create the design. The design service will be based on information contained from the questionnaire or completed Network Planning Guide, as well as meetings conducted with the ordering agency.
- The result of this design must provide a functional description of the network, supported by a detailed product list. This product list must, at a minimum, give quantities, brands, models and product numbers. As a result of this network design service, the supplier must warrant the hardware will connect and integrate as proposed, and the applications and integrity of the network will meet the needs identified in the Network Planning Guide when purchased through their contract.
- d. In responding to the RFP, the supplier must describe the ranges of complexity used in their organization (i.e. 3 levels; trivial, simple, difficult) and the features within each level that differentiates one level from another (i.e. trivial involves no host communication, simple involves multiple application software, etc. The level titles used must be listed in Table 14- NETWORK SERVICES.

*GECITS’ approach to network design will benefit the State by providing increased productivity through the rapid development of effective designs.*



In this section, GECITS presents our network design and installation response. In organizing our response, in order to address each of the requirements specified in RFP Section VI, Requirement C4, we restate each requirement again by letter, and then provide a response. In addition, in the context of the RFP evaluation criteria, we will identify the parts of our response that specifically address:

1. How our Network Planning Questionnaire will be used in recommending product configurations for network installations
2. Our proposed network design process and our description of ranges of network complexity

